

French beauty labels team up to create 'eco' products

Relax News

Wednesday, 14 October 2009



All Rights Reserved.

Premium Beauty News reports that a new partnership to foster sustainable beauty has been formed, with its first result, an "integrally ecodesigned dermo-cosmetic skincare named Naya" coming out soon.

From the ingredients to manufacturing and packaging, the five companies -- SGD, Strand Cosmetics Europe, VPI, Wauters, and Extrême Paris -- have done everything one can think of to reduce their product's environmental footprint.

Strand Cosmetics was in charge of the eco-formulation of the cream, selecting the raw materials, while SGD, VPI and Wauters catered for the packaging: so-called 'infinite glass'

(100% recyclable glass), green printing methods, vegetable inks, recycled caps, and 'tree-free' board made of sugar cane residues, linen and hemp were used to guarantee sustainability.

Finally, the design agency Extrême Paris thought up a marketing strategy for Naya, which will be launched during the Luxe Pack trade show in Monaco later this month.

The move follows an industry shake-up, with beauty professionals teaming up to officially support sustainable practices. Just last month, a new series of international summits to help promote 'ethical' products, the Sustainable Cosmetics Summit, was announced. The first summit, organized by Organic Monitor, will take place in Frankfurt in November.